

LAUREN PITTOCK

San Francisco, CA | ldrakepittock@gmail.com

WORK EXPERIENCE

Senior Service Designer

Intuit (Contracted by Akraya) | Sep 2025 - Present

- Led qualitative research with 30+ stakeholders and frontline employees to map onboarding journeys and identify friction points.
- Designed end-to-end journey maps and service blueprints connecting people, processes, tools, and product systems, reducing onboarding SLAs from 30+ days to under 7 days.
- Conducted a workshop with cross-functional leaders across product, design, sales, and operations teams to define a sales motion to reach 400 existing customers, representing a \$200K revenue opportunity.
- Defined service design principles and built scalable templates using Cursor AI to embed journey-based thinking across teams.

Lecturer, Needfinding in Design

Stanford University | Sep 2021 - Present

- Developed 20 lectures to teach curriculum on leading empathic, qualitative user research.
- Facilitate twice weekly activities for 90 students to practice interviewing, writing insights, articulating design principles, and prototyping solutions.
- Lead and mentor a team of 11 Section Leaders in supporting student development through weekly small group discussions.

Design Strategist Consultant

Jump Associates | Oct 2024 - Apr 2025

- Developed a screener to identify qualifying participants, 90% of participants who passed the screener were selected for interviews.
- Wrote a discussion guide for 3 hour interviews using ethnography techniques alongside a card sort activity.
- Led 36 in-person ethnographies and 8 virtual interviews across 3 locations.
- Tested Outset.ai alongside human-led research to identify use cases with time saving potential of 30 hours per project.
- Analyzed interviews and identified new target client segment unlocking \$10M in potential revenue.

Lead Design Strategist

KeyBank | Oct 2022 - Aug 2024

- Led research and design of a new sales enablement model through interviews, usability testing, and co-creation with 14 top-performing bankers, increasing NPS from 84 to 87 and driving a 10% increase in scheduled appointments within 2 months.
- Created a video-based workshop experience using interviews with 10 small business CEOs to inform sales training and strategy.
- Designed and delivered research training programs for 50+ employees and 150+ interns across three departments.
- Facilitated high-impact workshops with cross-functional teams, achieving an average satisfaction score of 9.7/10.

Senior Innovation Strategist

Jump Associates | Sep 2019 - Oct 2022

- Directed multidisciplinary teams to deliver research-based insights and strategic recommendations for Fortune 500 clients.
- Designed and executed segmentation research (quantitative + qualitative), developing personas to identify key opportunity areas.
- Led B2B research with 20 CEOs and CFOs to inform a new airline loyalty program, projecting \$337M in revenue and 4,000 new partnerships over 5 years.
- Conducted healthcare-focused research (interviews, diary studies, card sorts) with diabetes patients, reframing client strategy and identifying ~300M potential new customers.
- Led training and development initiatives for 20 designers, delivering 10+ programs including a 2-week onboarding curriculum.

EDUCATION

B.S. Product Design

Stanford University

Relevant Coursework: Engineering, Psychology, Art, and Design

SKILLS & TOOLS

Service & Experience Design: Journey Mapping, Service Blueprinting, Ecosystem Mapping, Persona Development

Research: Ethnography, Diary Studies, Card Sorting, Segmentation, Survey Design

Facilitation: Cross-Functional Workshops, Co-Creation, Training & Mentorship

Tools: Figma, FigJam, Miro, Qualtrics, Dscout, UserTesting, Delve, Outset.ai, HeyMarvin, Cursor